

• south carolina state museum
images

**20
19**

SUMMER
VOLUME XXXIII NO.3

**COSMICALLY
COOL SUMMER**
EVENTS • SHOWS • EXHIBITS

FLY ME TO THE MOON 4D



Fly Me to the Moon
New 4D movie

Space Week

**Science Gallery
Update**

Reaccreditation



FROM THE DIRECTOR

William Calloway, Executive Director

A YEAR OF ACCOMPLISHMENTS

As our 30th Anniversary year comes to a close June 30, I want to share with you what a wonderful year of accomplishments it has been! The museum staff has excelled this past year in many different areas including comprehensive long and short-term planning, generating attendance and revenues through effective marketing, delivering engaging educational content both on and off-site, providing excellent guest experiences and service to our visitors with first class operational and program execution, and curating and fabricating exhibits. We have also been successful in advocating for future needs of the museum with governmental officials as well as supportive businesses and private donors.

Highlights of Our Remarkable Year:

We celebrated our 30th anniversary year by opening four temporary exhibits.

30th Anniversary Exhibit

30th Juried Art Exhibit

Mill to the Museum Exhibit

30 Years of Images Covers Exhibit

We received our “Reaccreditation” from AAM (American Alliance of Museums). Only 3% (1,000 of over 33,000 museums) across the entire country are deemed to be worthy of AAM accreditation. In addition, our reaccreditation submittal documents have been chosen to be posted on the AAM national website as “Best Practices”

We undertook and completed two major strategic planning efforts.

First, we developed a 5 Year Strategic Plan where we identified specific goals and objectives that addressed six key functions of the museum: Public Service, Education, Collections, Operations, Marketing, Planning and Organizational Health. Then with the assistance of the internationally recognized firm of PGAV, we embarked upon a visioning study of what the State

Museum and the adjoining facilities could become in the next 20 years.

State Legislators, with the approval of the Governor allocated \$3 million in state funds for upgrades to the permanent galleries. We will be soon selecting the specific areas of the museum to address with these state dollars, which will be supplemented with foundation raised funds. The legislature also included dollars for a fulltime conservator, a position that has been vacant for over 15 years. I would like to thank Senator Vincent Sheheen of our Senate Finance subcommittee and Representative Bill Whitmire of our House Ways & Means subcommittee along with Senate Finance Chairman, Senator Hugh Leatherman and House Ways & Means Chairman, Representative Murrell Smith and finally Governor Henry McMaster for their support of the State Museum.

Operationally we have had a terrific year with attendance up 9.4% and revenues up 12.4%. Non-operational revenues (rentals, camps, outreach, programs, etc.) are up 16% due, in large part, to the great performance by both our summer camp and facility rental teams. Our memberships are up 4.1%. We also successfully hosted and signed a 3-year contract with *Festival of Trees*. The *Hall of Heroes* blockbuster exhibit had over 20,000 visitors and helped to increase both general attendance and total revenues.

Grants and donations from government and corporate sponsors:

Boeing: \$200,000

Observatory and distance learning

IMLS: \$209,000

Digitizing and cataloging our art collections

City and County: \$90,000

Marketing support for paid media

Corporate Sponsors: \$97,500

Support of specific museum activities and events

Through the fundraising efforts of the foundation we were also able to provide transportation for over 1,000 students, who otherwise would not have been able to visit the museum, due to the large cost of bus transportation. We also launched the “*Let’s Go Learn*” outreach initiative targeting disadvantaged students across the state, bringing our talented staff and educational programs directly to the school and/or community.

We opened *Reconstruction, Reflections on Water and Fill in the Gap* temporary exhibits and have transformed our third-floor science gallery with an exhibit featuring the 50th anniversary of Apollo 11. Additionally, we are renovating the entire science gallery with the following space components:

Hall of S.C. Space Heroes

Interactive Globe Display

Meteorite Display

Mars Rover Interactive

Shuttle and Space Station

Mission Control interactive area for kids

We hosted National Screening of Smithsonian Documentary “The Green Book: Guide to Freedom,” secured a national story in USA Today, and were featured on Travel Channel’s, “Mysteries at the Museum.”

WOW – what a year!

This “**Year of Accomplishments**” of course was only achieved through the dedicated and committed efforts of all our terrific full and part time staff and volunteers who, with the support of our State Museum Commissioners and Foundation Board Members, made all of this possible. **What a TEAM!!**

Come see us this “Cosmically Cool Summer” with your families and friends and enjoy all that your South Carolina State Museum has to offer!



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ABOUT IMAGES MAGAZINE

IMAGES is the quarterly membership magazine for the South Carolina State Museum. All material printed in *IMAGES* is copyrighted 2019 by the South Carolina State Museum and may not be reprinted without permission.

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VISIT US AT: SCMUSEUM.ORG

FLY ME TO THE MOON 4D

FEATURE STORY



“

Guests will shake, rattle and hold on to their seats as the rocket boosters blast them off into space.

”

NOW PLAYING!

4D goers are being treated to a space odyssey among the stars in this new adventure now playing in the 4D theater! Team up with three tweenaged flies and sneak on board the legendary Apollo 11 spacecraft for a mind-blowing experience that puts you in the middle of the action and fully engages all of your senses. With immersive 3D images combined with the museum's 4D real-life sensory effects, *Fly Me to the Moon 4D*, literally makes the audience a part of the movie. Guests will shake, rattle and hold on to their seats as the rocket boosters blast them off into space. Once adjusted to zero gravity, they'll see what it really feels like to walk on the Moon.

Fly Me to the Moon 4D introduces new generations to space exploration and the historic moment when the world was united for the awe-inspiring achievement of the Apollo 11 moon landing. *Fly Me to the Moon 4D* is a G-rated family film, the story is voiced by talents, Kelly Ripa, Christopher Lloyd, Nicollette Sheridan and a live action/animation cameo by real-life Apollo 11 astronaut, Buzz Aldrin.

COSMICALLY COOL SUMMER

In celebration of the 50th anniversary of the Apollo 11 moon landing the museum is blasting off the summer with spaced themed programs and fun all summer long in conjunction with the new *Apollo 50: Journey to the Moon* exhibit, our recently renovated science and technology area on the third floor and a brand new 4D movie, *Fly Me to the Moon!*

COSMICALLY COOL SHOWS

**"HEY!
CHECK OUT THESE
SPACE THEMED
SHOWS IN THE..."**



**FOR TICKETS AND
SHOW SCHEDULES
VISIT SCMUSEUM.ORG!**

4D THEATER

THE MARTIAN 4D

Academy Award® winner Matt Damon leads The Martian 4D Experience® as Mark Watney, a brave astronaut who must utilize his scientific ingenuity to overcome being stranded alone on Mars. Root for his safe return as he and his crewmates work tirelessly to plot a daring rescue mission.

PLANETARIUM

WE ARE STARS

Go on an epic journey through time and space to explore our explosive origins and discover how we are connected to the cosmos in this family-friendly planetarium show. See how stars forged the elements that eventually became the building blocks of planets and more.

BLACK HOLES

Unimaginably powerful, relentless and invisible, black holes are some of the most fascinating and extreme objects in the universe. Go on a mind-bending journey that brings you face to face with these strange and enigmatic denizens of the cosmos.

LIVE SKY TOUR

Take a tour of the current night sky with planetarium staff in this special presentation that will identify constellations, planets and other celestial objects that grace the skies above Columbia.

LUNAR LIVE SKY

In this special live planetarium program, guests will scan the constellations to find where the Moon is in the current night sky. Then explore the lunar surface as they see what makes Earth's nearest neighbor so special.

OBSERVATORY

Visit the observatory after your shows to get up close with these celestial objects!

See the Sun through our solar scope on these special days and times:
Mon. – Fri: 10 a.m. to 5 p.m. | Saturday: 11 a.m. to 6 p.m.
Sunday: 1 to 5 p.m.

NIGHT OBSERVING

OPEN until 10 p.m. every Tues. night

The Boeing Observatory is open late each Tuesday night! Join us for an up-close look at the moon, planets and more.

SPACE

Enjoy a fun filled week full of space the
50th anniversary of the

SPECIAL FEATURE

The Smithsonian Channel's, *The Day We Walked on the Moon*

Showing Daily from July 20-28 Only!

The Day We Walked on the Moon, relives those iconic 24 hours through the surprising revelations of the men and women who were there and those impacted across the globe.

SPACE WEEK EVENTS

Astronomical Activities

Monday, July 22 – Friday, July 26

10 a.m. – 4 p.m.

- Rocket Launching
- Hovercraft Rides
- Astronomy themed hands on creation stations

Friday Night Laser Lights

AFTER HOURS

Friday, July 26 | 6 p.m. – 11 p.m.

Celebrate the 50th Anniversary of Apollo 11's Lunar Landing. Cash bar will include a specialty cocktail. Plus, guests can build a constellation lantern, explore the museum's new *Apollo 50: Journey to the Moon* exhibit and take photos in The Beatles themed photobooth. Shows include: *The Beatles Abbey Road Laser Show*, *Led Zeppelin Full Dome Show*, *Metallica Laser Show* and *Pink Floyd Dark Side of the Moon Full Dome Show*

Mystery Moon Theatre Live!

AFTER HOURS

Tuesday, July 23 | 5 p.m. – 8 p.m.

Experience the classic science fiction film *Destination Moon* in the style of Mystery Science Theater 3000 with comedians from Trustus Theater's improv group, "The Mothers." Space themed beer and cash bar. Sponsored by Colonial Life. \$10 members | \$15 public

Astronomy Day

Saturday, July 27

10 a.m. – 4 p.m.

Join the museum for a special day focused on our world and the universe beyond through a variety of fun science activities and demonstrations including Virtual Reality, robotics fun and more. Guests can also see the new movie, *Fly Me to the Moon 4D*, explore the newly renovated space and science gallery and experience a show in the digital dome planetarium.

FOR FULL SPACE WEEK SCHEDULE VISIT SCMUSEUM.ORG!

COSMICALLY
COOL EVENTS

WEEK

JULY 20 — JULY 28

...ed activities in celebration of the
... Apollo landing.

JUST FOR MEMBERS!

BRING-A-BUDDY

Bring-a-buddy during Space Week (July 20 – 28)
and they can share your member benefits.

YOU'RE INVITED

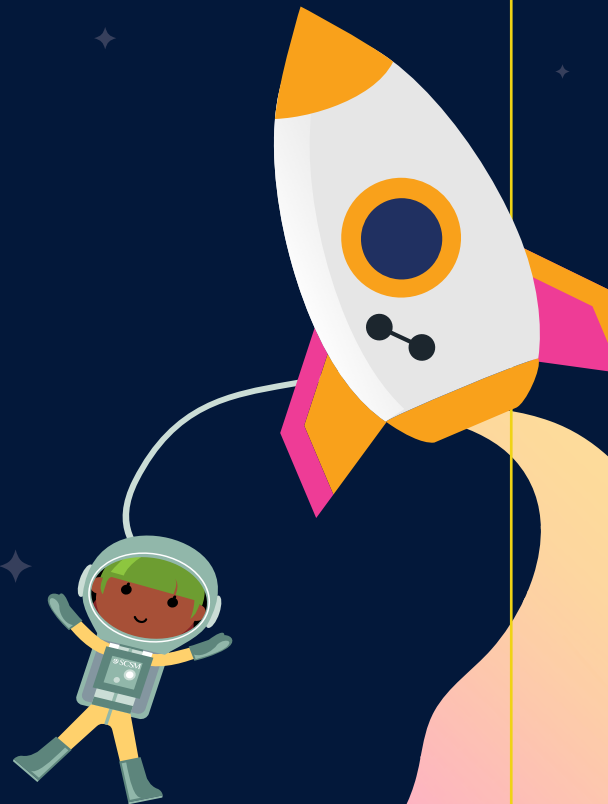
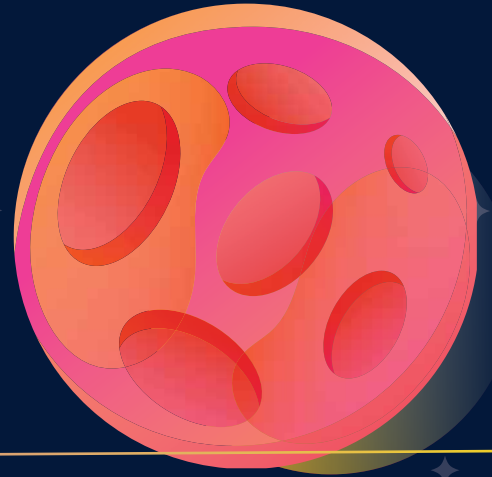
Member Morning

Saturday, July 20 | 9 a.m. – 10 a.m.

Members are invited to enjoy exclusive time to explore the
museum's newly renovated 3rd floor space gallery and see
the new exhibit, *Apollo 50: Journey to the Moon*.

PLUS...

AstroKids can enjoy chances to get **EXTRA STAMPS**
in their Field Guides. See page 16 for more!



FOR TICKETS AND SHOW SCHEDULES VISIT SCMUSEUM.ORG!



TO THE MOON AND BEYOND

The State Museum recently opened its brand-new *Apollo 50: Journey to the Moon* exhibit in celebration of the 50th anniversary of the Apollo 11 moon landing. It's an immersive celebration, highlighting South Carolina's contribution to the Apollo missions and the impact long after. This exhibit is just the beginning of a larger project to completely revamp the science gallery on the museum's 3rd floor. Next up? The Mars Rover.

Prominently featured in the science gallery is the interactive Mars Rover, the result of a collaboration between the University of South Carolina College of Engineering and Computing (USC) and the State Museum (SCSM). In the summer of 2018, Brian Jirout, the Science and Technology Curator from SCSM and USC engineering faculty discussed how to develop a rover that meets museum exhibit needs and curricular objectives. Once the fall semester started at USC, Jirout regularly met with engineering faculty and students to design the rover and discuss its capabilities.

Engineering faculty and students decided to build a one to six size scale replica of NASA's Mars Curiosity Rover. The Curiosity rover built by NASA's Jet Propulsion Laboratory landed on Mars in 2011 and now analyzes the Martian environment and returns information about the possibility of life on the red planet. The replica rover developed by SCSM and USC is capable of navigating the Mars surface in the Science Gallery, view the surface from three viewpoints, and lift objects using its arm. The project brought together museum exhibits and collections staff with USC engineering faculty and students to demonstrate the functions of the rover and provide guests with a Martian experience.

The Rover isn't the only Martian experience guests will have. Specimens that represent shattered asteroids, pieces of the moon, and even small fragments from Mars are also now on display. These meteorites were collected from all over the world Australia, Africa, Asia and from the USA, including South Carolina. These objects, some of which have never been seen before, are billions of years old. Guests will be able to learn about them, all things space and more in our final component – a 360 degree digital globe.

The globe will bring the space gallery to life with its high-tech and innovative design. Guests will be able to interact with the globe, using it to watch videos, see other parts of the world and galaxy, answer questions and more.

Museum staff have been working overtime to bring this exciting new space to our guests in time for our Space Week celebration starting July 20, so pack your bags and come explore our galaxy.



MOON &
STARS
BOWTIE

Glow-in-the-dark!

Members: \$39.60
Public: \$44.00



KID'S ROCKET
SCIENTIST
T-SHIRT

Members: \$13.50
Public \$15.00

Kids sizes S-L



SCSM
MOON WALK
T-SHIRT

Members: \$18.00
Public \$20.00

Adult sizes S-3X



SOCKSMITH
ASTRONAUT
SOCKS

Members: \$10.75
Public \$11.95

Various
styles
available



APOLLO 11
HELMET
MUG

Members: \$17.95
Public \$19.95

$\frac{q^6}{a^3} = a^{6-3} = a^3$
 \sqrt{x}
 $x+y=?$

WELCOME BACK TEACHERS



The State Museum education team has been hard at work creating new content for teachers and students! On top of the over 25 FREE STEM programs we offer to school groups, the museum is also adding new tours and history classes that dive into the museum's incredible exhibits and collections. New lessons this year include physics studies with robots, sound science, art tours through the new Lipscomb exhibit, and hands-on history lessons. In September the museum will also be rolling out our brand new Virtual Reality content for 7th grade students and above. Students can put on one of our Oculus Go Virtual Reality headsets and dive into the human body to explore cells, into the periodic table as they create elements, and even to Anne Frank's House as we learn about her life and WWII.

Teachers don't forget to download our 2019-2020 teacher guide for information on all of the wonderful things you can do when you visit the museum and how to book your trip!

$1+2=$

FALL TEACHER PREVIEW

SEPTEMBER 3 | 5-8 PM

In recognition of Teacher Appreciation Week, the State Museum will be celebrating South Carolina teachers with a special, free evening event.

ACTIVITIES WILL INCLUDE:

- Special preview of museum planetarium shows
- Meet museum educators and astronomers
- See demonstrations of museum educational programs
- Visit the observatory for night-sky viewing
- Learn about available classes, distance learning and professional development opportunities
- Light refreshments

Colonial Life
sponsored by

RECEIVE 10% OFF IN THE COTTON MILL EXCHANGE PLUS, EACH TEACHER WILL RECEIVE A FREE GIFT





LABOR DAY CAMP

SEPT 2 • AGES 6-12

Campers, join us this Labor Day for a day filled with robot fun! All of our campers will get creative as they learn to make their own LEGO WeDo 2.0 robot buddies. Our younger campers will explore our most popular robot, Dash, and all its capabilities while our older campers use Dash's big brother, Cue, to code their own programs.

MUSEUM MEMBERS:

\$32/day | Extended Day: \$8

PUBLIC:

\$40/day | Extended Day: \$10

CAMP HOURS

Drop-off: 8:00-8:45 a.m.

Pick-up: 3:00-3:30 p.m.

Extended Day: 3:30-5:30 p.m.

LEARN MORE & REGISTER TODAY

VISIT: SCMUSEUM.ORG

QUESTIONS? camps@scmuseum.org • 803.898.4999



Opening this summer!

Grand Designs

19th Century South Carolina Furniture

JoAnn Zeise, History Curator

Furniture is a great way to peek at the lives of the past. It was a significant purchase, so people put a lot of thought and meaning into what they chose.

Furniture, while often ornamental and beautiful, was also meant to be used. It offers clues about the past by showing how people repaired or updated it. Furniture is also a great mix of style and function. You can see how styles change and explore what drove the creation of new forms. For example, why did sideboards become popular at the beginning of the 19th century, while the Pembroke tables fell out of favor toward the end?

“I hope that when you go through the exhibit, you will learn enough to be your own furniture detective.”

All of the furniture in this new exhibit is from our permanent collection, meaning all the furniture was made in, or used in South Carolina. The exhibition will have high quality pieces along with furniture “regular” folks used and everything in between. Many of the pieces are new to the collection and will be displayed for the first time.

The exhibition will have many concepts and ideas to explore. It is fascinating how we went from the light and elegant lines of the neoclassic designs in the early 1800s to the heavy, ornate styles in the romantic revival period of the late 1800s. I hope that when you go through the exhibit, you will learn enough to be your own furniture detective. You will be able to differentiate between federal or empire style and learn that styles mix and inform each other. You will also learn why those styles changed and how manufacturing advances helped drive design. At the very least, we hope you will enjoy seeing these beautiful examples of furniture from 19th century South Carolina.



C. 1810. This side table once showed off the growing wealth of a backcountry family that could afford it. However, it still relied on local woods and not the mahogany and cypress of the low country. Image courtesy Wooten and Wooten Auctions



This gorgeous mahogany breakfast table from Charleston is attributed to the workshop of Jacob Henry in the 1820s. Image courtesy Brunck Auction.



Bishop William David Chappell and his wife Rosena purchased this bed for a new home in Columbia in 1900. You can see the ornamental carvings and the heavy, sinewy style popular during the period.



State Museum REACCREDITATION HONOR

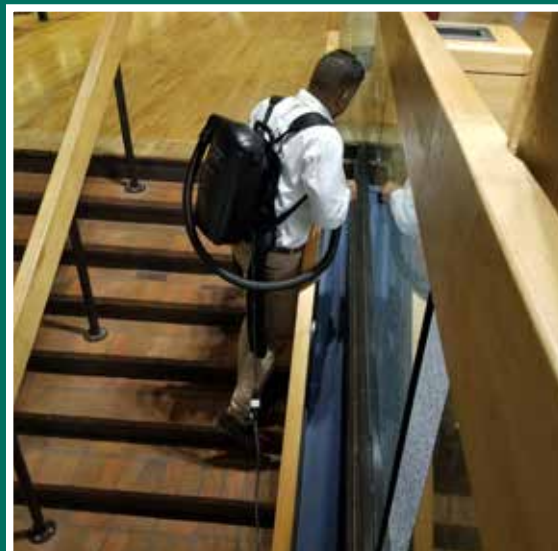
Robyn Adams, Registrar

The State Museum is honored to be one of a small number of accredited museums under the American Alliance of Museums' (AAM) certification process. Having first received our accreditation in 1992, every 10 years we undergo a process of reaccreditation to ensure we still meet AAM's high standards for museums. There are three areas of review for AAM: core documents that guide the museum, financial and other statistical data about our operations, and the condition of the facility itself. Beginning in 2017, the museum began reviewing and revising documents and workspaces. After nearly a year of staff committee work, writing and cleaning, we submitted our application packet.

In early December 2018 we met with the two site visitors sent by AAM to discuss our application. We are happy to announce that in March 2019 we were awarded full reaccreditation by AAM, one of just over 1000 out of 33,000 museums nationwide to hold that honor. Congratulations to all the staff, volunteers and board members who worked hard in the past year on this achievement!

Disaster Planning

One reason AAM asks museums to update their documents every 10 years is reflected in the museum's Disaster Plan which covers the safety of staff, guests and the museum's collection. Particularly in light of several recent fires at cultural institutions like Norte Dame Cathedral, we took an extra look at what we could do to improve our planning. While the Department of Administration oversees the maintenance and testing of our fire suppression system, staff were able to update our recovery priorities in the collection. We also made sure their locations are noted and visible, and checked our emergency supply kits for items that need to be replaced. Doing these small tasks every year can make a big difference in how effectively we can respond if disasters large or small strike.



Staff Jared Glover and Liz Klimek help clean the museum before the December site visit.

MUSEUM EVENTS

WE'RE OPEN FOR FUN!



FRIDAY NIGHT LASER LIGHTS

July 26 and August 23 | 6 -11 p.m.

This rockin' summer tradition is back! Get mesmerized by amazingly unique musical and visual experiences in the museum's 55ft digital dome BlueCross BlueShield of South Carolina Planetarium.

ONE SHOW: \$10 GENERAL PUBLIC | \$8 MEMBERS

TWO SHOWS: \$15 GENERAL PUBLIC | \$12 MEMBERS



SCIENCE ON TAP

7:30 - 9:30 p.m.

The Museum is partnering with the Midlands Astronomy Club and Hunter-Gatherer Brewery and Ale House to launch this new community outreach program. Hear from a local science expert while enjoying craft beer and food. After the presentation, the Midlands Astronomy Club will offer telescope viewing of the night sky, weather permitting.

Future Dates:

Saturday, July 6

Saturday, August 10

Saturday, October 5

All events are located at Hunter Gather Brewery and Ale House (Curtis Wright Hangar).



CELEBRACIÓN DE LA HERENCIA HISPANA

September 15 | 12 p.m. - 5 p.m.

This event provides an opportunity for the community to come together to celebrate and recognize the Hispanic culture in South Carolina. Enjoy this family friendly day featuring live music and dance performances, authentic food for purchase, cultural displays, kids activities and lots more.

All Celebración de la Herencia Hispana performances and activities are free to the general public and museum members.

FOR MORE INFORMATION ABOUT UPCOMING EVENTS VISIT: SCMUSEUM.ORG

OUTREACH UPDATE

March 2019 - May 2019

Community Outreach

4,411

People reached across

6

Counties



Observatory Outreach

2008

Students Reached Across

13

Counties



Distance Learning

911

Students Reached Across

8

Counties



Education Outreach

Since March 2019, we've connected with 6,169 people across the State of South Carolina. This includes 1,758 students/teachers across 7 counties (Richland, Lexington, Beaufort, Berkeley, Charleston, Edgefield and Marlboro).



The South Carolina State Museum offers distance learning opportunities for schools to communicate with observatory staff using various face-to-face communication methods. Students can see a livestream directly from the telescope without leaving their classroom. This program has been offered since 2014; however, we reached another first in the program history! In April 2019, observatory staff taught their first out of state distance learning experience to a 4th grade class from Adairville Elementary School in Adairville, Kentucky.



SOUTH CAROLINA STATE MUSEUM

#scsmonthemove #letsgoLEARN



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SAVE THE DATE

SPACE WEEK

JULY 20 — JULY 28

MEMBER MORNING

SATURDAY, JULY 20 | 9 – 10 A.M

Kick-Off Space Week with exclusive time to explore the newly upgraded third floor Science Gallery. Have questions? Educators will be available throughout the gallery. Members in attendance will also receive a Bring-A-Buddy voucher to use at a later date.

BRING-A-BUDDY | JULY 20 – 28

Members are welcome to bring one non-member buddy along for their museum visit during Space Week.



THE STATE MUSEUM'S LATEST ASTRO KID VIP

Meet Jensen Hubenthal. Jensen is a first year AstroKid and is pictured with his VIP status level prizes. Jensen completed earning all of his required stamps during our annual AstroKid Space Party, February 15. Congratulations Jensen!

CONGRATULATIONS JENSEN!

QUESTIONS ABOUT MEMBERSHIP?

Contact us at:
membership@scmuseum.org
or 803.898.4937



SPACE WEEK

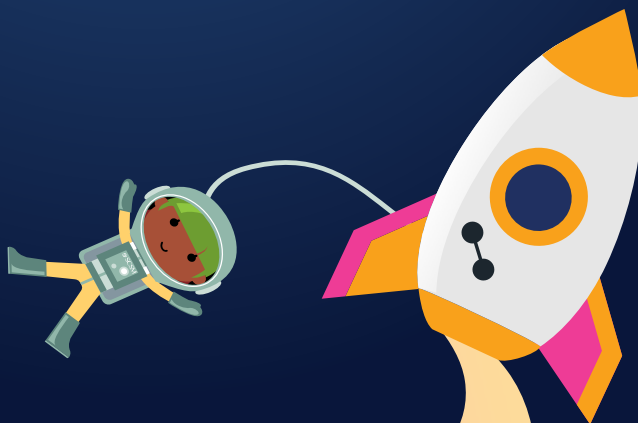
JULY 20 – JULY 28

GET STAMPED!

Space Week (July 20-28) is your chance to collect up to 5 stamps in your field guide and win cool prizes!

EARN ONE STAMP FOR EACH OF THE FOLLOWING ACTIVITIES:

1. See *Fly Me to the Moon* 4D
2. See *The Martian* 4D Experience
3. See the Smithsonian documentary, *The Day We Walked on the Moon*
4. Attend the Member Morning on July 20
5. Complete a constellation map during Astronomy Day on July 27



**NOT AN
ASTROKID?**

Call us at:
803.898.4937
to join today

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Pat Segars

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Bhavna Vasudeva

• • • •

Foundation Staff

Karen Hall, Donor Relations Manager

Kristi Oberman, Foundation Assistant

THANK YOU FOR YOUR SUPPORT

The South Carolina State Museum Foundation is proud and honored to have the support of communities throughout the state of South Carolina. Companies and businesses from all over South Carolina support the State Museum on an annual basis. Their support allows the Foundation to fulfill its mission of supporting the State Museum and educating the students of South Carolina with a focus on 21st century skills and workforce development. As always, education is our top priority here at the museum and it is our hope that students walk away full of inspiration and knowledge. Who knows ... they might be working for one of these amazing companies one day!

So, THANK YOU to all our Community Partners! We could not do it without YOU!

We would like to welcome our newest Community Partners: Gregory Electric, Kinardee Communications and Merrill Lynch! We are excited to have their support and we look forward to working with them.

See adjacent page for a full list of our Community Partners.

Interested in becoming a Community Partner? Please contact Karen Hall at 803.898.4935 or karen.hall@scmuseum.org

MANY THANKS TO OUR COMMUNITY PARTNERS!






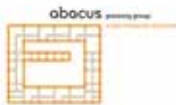



\$5,000



\$2,500



\$1,000



MUSEUM HOURS

Mon/Wed, Thur/Fri: 10a.m. - 5a.m.

Tues 10a.m. - 10p.m.

Sat 10a.m. - 6p.m.

Sun 12p.m. - 5p.m.



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CLOSED: Easter, Thanksgiving,
Christmas Eve and Christmas Day



Smithsonian
Affiliate



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membership@scmuseum.org if:

- Your name is misspelled or name changes
- Your address changed
- You received more than one copy
- You no longer wish to receive Images



VISIT US AT: SCMUSEUM.ORG

**SAVE
THE
DATE**

Sept. 28 - Nov. 3

THE
MUSEUM
OF
OZ

YOU'RE INVITED!

MEMBER MORNING IN OZ

Saturday, Sept. 28 | 8 - 10 a.m.

